

INTERNATIONAL AGENDA

Florida Department of State ♦ Sandra B. Mortham, Secretary of State ♦ Office of International Relations ♦ June 5th, 1998

Senior Commercial Officers Make Historic Visit

For the first time in Florida's history, Senior Commercial Officers (SCO) from South America, the Caribbean, and Asia will participate in a statewide trade assistance program. SCO's are assigned as commercial attaches by the U.S. Department of Commerce (USDOC) to U.S. embassies in overseas countries to assist Americans who wish to do business there. The visiting program is broken into two different regions of interest: South and East.

Latin America

The first stop for the South group will be at the World Trade Center Fort Lauderdale on June 8th before heading to Tampa on June 9th. From Tampa, the program will proceed on to the World Trade Centers in Jacksonville on June 10th, and Orlando on June 11th. The program—"The Sell South '98 SCO Caravan"—was announced by Ken Parker, President of World Trade Center Tampa Bay, and will take place in the Grand Ballroom West at the Tampa Airport on June 9th, from 8:00 a.m. to 6:00 p.m.

The visiting officers are from five key markets: Argentina, Brazil, the Caribbean, Colombia, and Venezuela. Each of the officers

will make a short presentation followed by a question-and-answer session, and will later be available for one-on-one appointments.

"This program will provide current, detailed information on the market opportunities in those countries representing some of Florida's largest trading partners," Parker said. "More importantly," he said, "it will present a unique opportunity for exporters to visit with each Senior Commercial Officer stationed in these countries."

The Tampa program is produced by the World Trade Center Tampa Bay, in cooperation with the USDOC, Enterprise Florida and the Greater Tampa Chamber of Commerce. This program was arranged by World Trade Association of Florida as part of a new agreement recently concluded among the five Florida World Trade Centers, USDOC, Enterprise Florida and the Florida District Export Council. For more information, contact (813) 822-2492.

Asia

The East group's first stop will be Orlando, as the World Trade Center of Orlando, Enterprise Florida, Metro Orlando International Affairs Commission, UCF Small Business Development Center, and the USDOC, present "Sell East '98", June 18th, at the Citrus Club.

Prospective business information will be available for Thailand, India, Malaysia, New Zealand, Japan,

and Vietnam. U.S. SCO's based in these countries will conduct seminars and schedule individual appointments with selected export ready companies in Orlando. For more information, contact (407) 647-1899.

The "Sell East '98" program will also be visiting Miami on June 17th at the World Trade Center Miami. The Miami program is sponsored by the USDOC, World Trade Center Miami, Enterprise Florida, The Beacon Council, Greater Miami Chamber of Commerce, and the World Trade Association of Florida. For more information, contact (305) 871-7910.

U.S. Ambassador to Switzerland Visits Florida

On June 3rd, Alfred Defago, U.S. Ambassador to Switzerland, visited Orlando for a meeting with the Swiss-American Chamber of Commerce. The meeting discussed global trends in the world economy, focusing on challenges for Switzerland and U.S.-Swiss economic relations. For more information, contact Luc Burkhardt at (407) 645-3500.

Travel Tips

Preparing for a Summer vacation? Check out the USDOS's web site at "http://travel.state.gov/travel_warnings.html" for current travel warnings.